

WHEN THE DAILY NEWSPAPERS FALL OUT

What Dad Says About It.

Dad Says: That if figures don't lie, liars can do a lot of funny things with figures.

In the circulation and advertising war between Chicago newspapers, all of them quote from statistics compiled by the Washington Press, which is said to be an independent audit company.

This morning's Tribune proves by these statistics that in November, The Tribune published 310,296 lines of paid advertising more than was printed by the next morning paper, and 177,048 lines more than the first evening paper.

It also proved from the same figures that The Tribune, during first 11 months of this year printed 11,432,224 lines of paid advertising, which is an excess of 4,725,781 lines over the next morning paper, and 2,989,375 lines over the first evening paper.

But the Examiner proves by the same Washington Press that in November 1911 The Tribune lost 580.61 columns of advertising as compared with November 1910.

And The Examiner then proceeds to prove by The Audit Company of New York, that for the second six months after the Tribune and Record-Herald reduced their price to 1 cent, The Examiner gained 551.44 columns and The Tribune lost 430.07 columns of display advertising.

Also that during the first 11 months of this year, The Examiner

gained 1,053.64 columns of display, and The Tribune lost 354.52 columns.

Hence it is proven by both papers that each of them is beating everybody else.

The Examiner says The Tribune has been claiming circulation it did not have, and The Tribune intimates that other papers are selling advertising outside of the loop cheaper than inside, and making concessions to some advertisers that they will not make to others.

The reading public will very likely believe each of them in so far as it intimates that the other lies.

But both of them show their hands when the only point of superiority each claims is measured in advertising. It shows that all they think of in getting out their papers is advertising. In other words newspapers are advertising hand bills with the space around the advertising filled in with reading matter.

The headlines, the news and everything in the papers but the advertising are all intended to induce people to buy the papers so they can read the advertising and go hand their money to the advertisers.

In their frantic desperation to get more readers and hence get more money for advertising the daily newspapers hire sluggers to slug one another's newsboys.

And to show that there is "honor" among their papers as well as